Shopify to BigCommerce: A Complete Guide to a Smooth Transfer

When running an online business, choosing the right eCommerce platform can directly affect your growth, customer experience, and long-term success. Many entrepreneurs start their journey on Shopify because of its simplicity, wide range of apps, and quick setup process. However, as the business expands, store owners often begin to evaluate other platforms that might provide more flexibility, cost-effectiveness, or advanced features. This is where ***Shopify to BigCommerce*** migration becomes a popular option.

If you are considering making the switch, this article will walk you through why merchants choose BigCommerce, the steps involved in the process, and best practices to ensure a smooth transition. Whether you call it "migration" or "transfer," the goal remains the same: to move your store efficiently without losing data, functionality, or customer trust.

Why Businesses Transfer Shopify to BigCommerce

Before diving into the steps, it's important to understand why businesses take the leap and transfer Shopify to BigCommerce. Here are some of the main reasons:

1. **Lower Transaction Fees**
   BigCommerce does not charge transaction fees, even if you use third-party payment gateways. For high-volume merchants, this translates into significant savings compared to Shopify.

2. **Built-in Features vs. Paid Apps**
   While Shopify relies heavily on paid apps for extended functionality, BigCommerce offers many features natively. This includes advanced SEO tools, multi-channel selling, gift cards, and real-time shipping quotes—features that often cost extra on Shopify.

3. **Scalability**
   BigCommerce is designed with growing enterprises in mind. Merchants who outgrow Shopify's limitations often find BigCommerce more accommodating when it comes to handling larger product catalogs or complex store requirements.

4. **B2B Capabilities**
   BigCommerce provides more advanced tools for wholesale and B2B operations, including customer groups, price lists, and quote management, making it attractive for businesses serving both retail and wholesale customers.

Preparing for the Migration

Switching platforms is a big decision, and preparation is key to success. Here are some steps to take before starting the Shopify to BigCommerce process:

- **Backup Data:** Ensure you have a complete backup of your Shopify store, including product data, customer details, and order history.
- **Audit Your Store:** Review the apps, custom codes, and features you rely on. This helps you identify what you need to replicate or replace on BigCommerce.
- **Choose the Right Plan:** Compare BigCommerce plans to select one that suits your current needs and future growth.
- **Plan the Timing:** Avoid migrating during peak sales seasons to reduce risk and customer disruption.

Steps to Transfer Shopify to BigCommerce

Once you've prepared, you can start the actual migration process. While you can manually transfer data, many merchants choose automated tools or professional migration services to save time and reduce errors.

Step 1: Export Data from Shopify

Shopify allows you to export product data, customer information, and order history in CSV format. These files will later be imported into your BigCommerce store.

Step 2: Set Up Your BigCommerce Store

Sign up for a BigCommerce account and select your desired plan. Customize the store's design, navigation, and basic settings so it's ready to receive imported data.

Step 3: Import Data into BigCommerce

Use the built-in import tools or third-party migration apps to transfer your products, customers, and order details. Double-check that images, descriptions, and categories display correctly after import.

Step 4: Recreate Design and Functionality

You'll need to adjust your store's theme and any customizations. BigCommerce offers a variety of responsive templates and customization options. If you relied on specific Shopify apps, look for equivalent features within BigCommerce's marketplace or built-in tools.

Step 5: Configure Payment and Shipping

Set up your preferred payment gateways and shipping methods in BigCommerce. Make sure they are tested and functioning before the store goes live.

Step 6: Test Your Store Thoroughly

Before launching, test the new store as if you were a customer. Place test orders, check account creation, review checkout flows, and ensure everything is working smoothly.

Step 7: Launch and Redirect URLs

Once satisfied, go live with your BigCommerce store. Set up 301 redirects from old Shopify URLs to new BigCommerce URLs to preserve SEO rankings and ensure customers can find your products.

Best Practices for a Successful Migration

1. **Maintain SEO Value:** Ensure that meta titles, descriptions, and URLs are carried over or properly redirected to protect your search engine visibility.
2. **Communicate with Customers:** Inform your customers about the transition to avoid confusion and build trust.
3. **Leverage BigCommerce Features:** Once migrated, take advantage of BigCommerce's advanced marketing, analytics, and multi-channel selling tools to maximize growth.
4. **Monitor After Launch:** Keep a close eye on performance, customer feedback, and sales data after migration. Address issues promptly to ensure a smooth experience.

Final Thoughts

Migrating an online store may seem overwhelming, but with the right preparation and strategy, moving from Shopify to BigCommerce can unlock new opportunities for growth. Businesses often choose to ***transfer Shopify to BigCommerce*** to gain cost savings, better scalability, and access to powerful built-in features.